

EFFECT OF PROMOTION STRATEGY ON CONSUMER BUYING BEHAVIOUR OF PRODUCTS OF SMALL ENTERPRISES IN NORTH CENTRAL STATES AND FEDERAL CAPITAL TERRITORY, ABUJA

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Abstract

This study examined effect of promotion strategy on consumer buying behavior of products of Small Enterprises in North Central States and Federal Capital Territory, Abuja. Advertisement, Sales Promotion, Direct Marketing and Personal Selling proxied promotion strategy. This study adopted descriptive research design while structured questionnaire was used to generate data. A five-point Likert scale: Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree was used. Multiple regression was used to analyze the data. Findings from the regression revealed that Sales Promotion, Direct Marketing and Personal Selling have positive significant effect on consumer buying behaviour at 95% confidence interval. However, Advertisement has negative insignificant effect on consumer buying behaviour. In view of the findings, this study concludes that promotion strategy has positive influence on consumer buying behaviour of products of Small Enterprises in North Central States and Federal Capital Territory, Abuja. Therefore, this study recommends that Managers of small enterprises should consider promotion strategy as a marketing variable that influence consumers buying of their products. Again, Managers should emphases using sales promotion, direct marketing and personal selling in order to convince and influence consumers to buy their enterprises' products.

Keywords: *Advertisement, Direct Marketing, Personal Selling, Sales Promotion*

INTRODUCTION

A promotional strategy is a combination of different tools or channels that could be used in communicating the promotional message(s) to present and potential consumers. It is a process whereby information about the enterprises' products or services is encoded into a promotional message(s) for delivery to the customers. In effect, enterprises have a variety of alternative information delivery system available to them which can be used to construct an appropriate promotional mix strategy. Liao, et al. (2009) reports that promotion appears as an issue of how to create an optimal mix of marketing communication tools in order to get a product's message and brand from the producer to the consumer. The portfolio of promotional strategy mechanism includes: advertising, personal selling, public relations, publicity, direct marketing and sales' promotions (Adefulu, 2015) which can influence consumer buying behaviour.

Indeed, promotion brings an interactive dialogue between enterprises and consumers and it takes place during the pre-selling, selling, consuming and post- consuming stages. The importance of promotion has been increasing rapidly due to the ever-increasing competitive market conditions. Therefore, enterprises need to find the best way to access the customers and make sure they are satisfied with their own products and services. The enterprises' promotion strategy affects the enterprises general market performance which can lead to financial success or failure (Chen, 2009).

Small enterprises that understand promotions as part of an integrated marketing campaign recognize it as an integral part of the enterprise marketing activities. According to Blattberg, et al. (2010) promotional activities are intended to communicate and convince consumers to buy the enterprises' products. Therefore, small enterprises need to provide the products and follow it with good promotional strategy that can influence customers' decision on buying the enterprises' products. Meredith, et al. (1991) state that as small enterprise grows, it must expand its markets, special sales promotions that can provide the exposure of the product for sales increase in new markets.

In Nigeria, despite the increasing effort of employing promotion strategy by small enterprises through advertisement, Sales Promotion, Direct Marketing, Personal Selling among others as reported by some studies (Abah & Olohiliye, 2015; Muramira, 2019; Olalekan & Ezekiel, 2020; Pemb, et al. 2017; Songcayawon, et al. 2019), the rate of low patronage of enterprises products by consumers is alarming and the closure of some enterprises within the first five years is a source of concern. These call for this study to examined the effect of promotion strategy on consumer buying behaviour of products of Small Enterprises in North Central States and Federal Capital Territory, Abuja.

Hypotheses

- H₀₁:** Advertisement has no significant effect on consumer buying behaviour of products of Small Enterprises in North Central States and Federal Capital Territory, Abuja
- H₀₂:** Sales promotion has no significant effect on consumer buying behaviour of products of Small Enterprises in North Central States and Federal Capital Territory, Abuja
- H₀₃:** Direct marketing has no significant effect on consumer buying behaviour of products of Small Enterprises in North Central States and Federal Capital Territory, Abuja
- H₀₄:** Personal selling has no significant effect on consumer buying behaviour of products of Small Enterprises in North Central States and Federal Capital Territory, Abuja

LITERATURE REVIEW

Promotion Strategy

Promotion is the process whereby enterprises reach out of their target customers through a number of media in order to inform, educate, remind, direct, and sensitize them about their products or services in order to persuade and influence customers' behaviour so as they buy their products or services. McDaniel and Darden (1987) see promotion as a process through which enterprises communicate with their target audience in order to inform, direct, remind, update, convince, persuade and influence them to respond in a favourable way to an enterprise and its offerings using one or more of the following tools: advertising, personal selling, public relations, publicity, sales promotion, direct marketing and word of mouth.

Advertisement

Advertising is a significantly open strategy for correspondence which keeps consumers thinking about the products of an enterprise. It offers opportunities to playing out the association between the enterprise and the customers through sagacious use of print, sound and shading in order to draw attention of the customer to a product or service. Perreault (2000) states that advertising seeks to promote the seller's products by means of publicizing them through different kinds of media like printed and electronic. Borden (1964) argued that advertisement deals with policies and procedures related to amount to spend. He then concluded that advertising attracts new customers to a company besides enhancing customer loyalty, as it seeks to make the brand well known to people.

Sales Promotion

Sale promotions are short term promotional techniques to induce the customers to respond for the new product in market or the product that have not received the lots of attention. The promotional activities are used to increase the sales of the product rather by attracting new customers or by retaining old customers by various means. The sales promotion is directly deal with product purchasing, enhancing the value of the product either reducing the overall cost of the product or by adding more benefit to the regular purchasing price. Shimp (2000) defines sales promotion as a marketing communications activities used to encourage the trade and or end customers to purchase or take other relevant action by affecting the perceived value of the product being promoted or to otherwise motivate action to be taken. Shimp's definition proposes a broader perspective to sales promotion, it permits incentivized and non-incentivized sales promotion and the opportunity for sales promotions to be undertaken by anybody. Oyedapo, et al. (2012) postulate that sales promotion is an uninterrupted incentive that offers an extra value or incentive for the product to the sales force, distributor, or the final consumer with main objective of creating an immediate sale.

Direct marketing

Direct marketing is a targeted form of marketing that presents information of potential interest to a consumer that has been determined to be a likely buyer. It is a promotional method that involves presenting information about the company, product, or service to the target customer through a variety of media (Abraham & Joseph, 2019). Direct marketing is a vital element in creating a good relation or connection with the clients for presentation of new products/services along with making sales. It comprises of variety of skills or techniques in approaching new client. In order to build a relationship between seller and a buyer, techniques such as e-mails, telephones, fairs, festival and many others are some of the ways that allows immediate feedback. Direct marketing is one of the methods in gaining and keeping clients by contacting them without mediator. The term “direct marketing” was an idea of an American pioneer named Lester Wunderman in 1961. Direct marketing is becoming a key strategy for organizations to develop and maintain Strong customer relationships. Major forms of direct marketing include: Online marketing, Text (SMS) marketing, Email marketing:- Email marketing Leaflet marketing using letterbox drops and handouts etc.

Personal Selling

Personal selling is a direct spoken communication between sellers and potential customers, usually in person but sometimes over telephone. It is a strategy in which salesperson utilizes their aptitudes and methods for making personal associations with customers. According to Kerin, (2009), personal selling is the two way flow of communication between a buyer and a seller, designed to influence a person's or group's purchase decision. Olukosi (2005) defines personal selling as a process of conversing the sale of a company's products or service by sales man or woman, it is a dynamic process involving direct contact between the seller of a product or service and the prospective buyers through oral or face to face or telephone discussion or written mail exchange of ideas through opinion. Adebabay (2009) further defines personal selling as a process of conversing the sale of a company's products or service by sales man or woman. It is a dynamic process involving direct contact between the seller of a product or service and the prospective buyers through oral or face to face or telephone discussion or written mail exchange of ideas through opinion. Discussing the importance of selling, Duguma and Janssens (2014) see it as the process of including a prospective customer to act favourably on an idea advantage to the buyer and commercial significant to the seller.

Consumer Buying Behaviour

Consumer buying behavior can be defined as the study of the processes that individuals or groups go through in making their purchasing choices in order to satisfy their needs. Perner (2008) stated that consumer buying behavior involves the study of the processes which individuals, groups, or organizations perform to acquire products, services, experiences, or ideas to satisfy their needs and how these processes have impacted the consumer and society. In broad context, consumer buying behavior can be seen as a subset of human behavior and the several factors affecting individuals in their daily lives also influence their purchasing activities and decisions. Consumer buying behavior is both a psychological and a social process, including both mental and physical activities, and a combination of internal and external factors influence and determine the buying behavior of consumers (Modi & Jhulka, 2012).

Therefore, consumer buying behaviour plays a very crucial role to enterprises' survival. It is the driving force behind the success of many enterprises, because most of the contemporary consumers spend major time on buying decisions. Understanding the consumer is a good business strategy for the enterprises. The types of consumers buying behavior are determined by the level of involvement in the purchase decision, which is directly influenced by the level of need and the intensity of interest in a particular product. Consumer buying behavior generally means the behavior of consumer as they look for the product that they feel will satisfy their intended needs and wants.

Promotion Strategy and Consumer Buying Behavior

As enterprises increase in number, modern marketing calls for more than just producing the products, pricing them and making them accessible to the target market, in addition, they must also communicate to present and potential consumers and the general public. Therefore, Promotion strategy is a critical factor in the decision-making process because it communicates to consumers and attract consumers to a brand. So, the promotional activities, mean a combination of different activities which the company interacts with

individuals, groups or the public in the form of personal and impersonal messages to coordinate the mutual interests and needs. The promotional activities of an enterprise is aim at influencing the behaviour of consumers which in turn increase the sales of the enterprise products or services.

Product Performance Measurement

Like other performance, product performance entails persistent and continues patronage of products or a particular product to the satisfaction of consumers or a consumer which can add to the overall performance of a business organization. Product performance can be measured by different yardsticks. (Sales Volume - Donaldson, 2007; Gaillard, 2007; Customer Patronage - Adiele, et al. 2015; Purchase Intention - Yeo, et al. 2018, Liat & Wuan, 2014, Badr, et al. 2015; Consumer Buying Behaviour - Schiffman & Kanuk, 2007; Sharma & Sonwalker, 2013; Perner, 2008). This study used Consumer Buying Behaviour as Product performance variable.

Empirical Review

Abah and Olohiliye (2015) analysed the effect of advertising on consumer buying behavior of Benue Brewery Limited, Makurdi, Benue State, Nigeria. Specifically, the study examines the appropriateness of the media of advertising, the suitability of the messages used in the advertisements and the relationship between advertising and sales volume of the company. From the analysis, 46.90% of respondents got to know about Benue Brewery Limited products through the broadcast media, 86.34% of respondents stated that the advising media used reach their target audience, 89.13% of the respondents stated that the messages influence their buying behaviour, 81.68% stated that they clearly understood the messages, 81.68% of respondents stated that the advertising messages attracted them to Benue Brewery Limited products, 81.68% of the respondents enjoy the messages and 89.13% of the respondents stated that the messages influence their buying behaviour.

Muramira, (2019) examined the effect of advertising on sales performance of Inyange industries in Rwanda. Questionnaire was administered and interview conducted on staff from different departments of the industries. The study was explorative in nature and likewise attempted to make a quantitative and qualitative valuation of Advertising on sales performance of Inyange industries. The study revealed that advertising boost sales the greater part of the industry

Pembi, et al. (2017) studied the impact of sales promotional strategies on organizational performance of two Flour Mills Maiduguri, Borno State Nigeria. The population of the study was carved out of the entire staff of the Flour Mills of Nigeria Maiduguri, Borno State branch cutting across the Top, Middle and lower-level management. The study employed both the primary and secondary sources of data collection. Questionnaires were administered to twenty (20) staff using random sampling techniques. The data collected were subjected to descriptive statistics such as percentage analysis in order to analyse the data and regression analyses were used for testing hypotheses. The result signifies that sales promotional strategies have positive and significant effects on organizational performance.

Tandoh and Sarpong (2015) studied impact of sales promotions on the performance of auto-mobile industries in Ghana considering PHC Motors. The study used descriptive research approach and the data was quantitative. Both purposive and random sampling techniques was used. The research revealed that the impact of sales promotion on organizational performance in PHC is intense. Also, from the management perspective most of the respondents agree that sale promotion provides extra incentives to purchase as well as stimulating resellers demand and effectiveness.

Olalekan and Ezekiel (2020) studied the effect of direct marketing on consumer patronage of banks in Ondo State, Nigeria. Specifically, the study looked at the relationship between direct marketing and customers' patronage and direct marketing strategy on customers' patronage in selected banks in Ondo State. The population of the study was made up of 269,454 customers of the banks in Akure Ondo State, Nigeria. The sample size for the Study was 399. Multiple regression and correlation analyses were used to analyze the

data. The results showed that direct marketing has positive significant impact on sales patronage of the banks.

Abraham and Joseph (2019) empirically studied direct marketing as the most effective form of marketing in the digitalized marketing environment. Direct marketing establishes a somewhat personal relationship with the customers in the modern environment, by allowing the customers to purchase the product directly from company. This type of marketing is experiencing tremendous growth in the digitalized Indian economy. Our observations have confirmed that direct marketing is the most effective form of marketing than traditional mass marketing in modern time.

Songcayawon, et al. (2019) studied the impact of personal selling on the purchasing behavior towards clothes among Business Administration Students of at Polytechnic University of the Philippines. Data were gathered, formulated, and tested on the sample from students of the college department, which comprises of 337 students through random sampling. The survey design questionnaire which comprises of thirty-two (32) questions was partitioned into five dimensions, four dimensions predicated on the personal qualities of salespersons and their display of goods, characteristics of clothing stores, promotion is done by salespersons in the sale of clothing, and the fifth focused on youth's clothes purchasing behavior. The results of the study revealed that the mean of the evaluated for the salesperson in buying behavior store were personal characters of salesperson play an important role in influencing buying behavior scored (4.2284) and salesperson in way of presenting that has an impact on buying behavior got (4.0326). By this, this shows the salespersons' credibility, commitment to the promises, patience in dealing with customers and their appearance have a great impact on customer satisfaction. By which, salespeople should be aware of how the market behaves and how will the person selling will work towards particular factors that could affect both sides of dealing a communication and deal.

Adesoga (2016) investigated the relevance of personal selling in marketing activities in selected Bottling Companies in Lagos State, Nigeria. Survey research method was adopted. The study population was the staff in marketing positions of selected companies. Questionnaire was administered on selected samples while weighted mean was used to determine the relevance of personal selling. The study revealed that personal selling accentuated relationship building, foster creative selling, and represented the company well to the customers. The study concluded that personal selling was still relevant and a critical success factor in today's marketing activities despite the advent of digital marketing. Managers concerned about competitive edge in the market edge as well as top and bottom line will find personal selling helpful. Similarly, Anyadighibe, et al. (2014) examined the impact of personal selling on the productivity of selected banks (First Bank Plc and Stanbic IBTC) in Calabar Metropolis. Hypotheses were tested using the Ordinary Least Square (OLS) method. The study revealed that personal selling had a significant relationship between customer retention similarly, the study showed that personal selling increases the sales volume of a firm.

Theoretical Framework

Assimilation Contrast Model

This study is anchored on Assimilation Contrast Model. Assimilation Contrast Model was invented in by Muzafer Sherif and Carl Hovland in 1961. It is a model of decision and opinion variation according to which a customer's original decision or opinion acts as an anchor. So items of information or persuasive communications that are not very discrepant from the anchor and that therefore fall within the person's latitude of acceptance are assimilated, the person's decision or opinion changing in the direction of the communication.

The items of information or persuasive communications that are highly discrepant produce either minimal change if they fall within the person's latitude of neutrality or produce contrast effects if they fall within the latitude of rejection, the customer's decision or opinion changing in the opposite direction (Malhotra, 2011). Opinions associated with high ego involvement tend to have narrow latitudes of acceptance and wide latitudes of rejection, and the reverse applies to opinions of low ego involvement (Zeithamal, 2012). A consequence of this theory is that an extreme and ego-involving decision or opinion tends to be polarized

in response to most types of information or persuasive communications. This model is useful to this study, as it explain the decision and opinion change with promotional strategies and how it will impact the market and sales performance of an enterprise.

METHODOLOGY

This study adopts descriptive research design. The study used structured questionnaire which elicited responses from the respondents which was converted to data for analysis. Simple regression was used for analyzing the data obtained from questionnaire administered. Descriptive analysis was conducted and ascertained the measures of central tendency of the data. The questionnaire had a five-point Likert scale were five; (1) Strongly Disagree, (2) Disagree, (3) Neutral (4) Agree and (5) Strongly Agreed.

The population of the study consists of 1638 small scale enterprises located in the States' capital of North Central states and Abuja the Federal Capital Territory. (240 Benue; 280 Kogi; 270 Kwara; 210 Nasarawa; 214 Niger; 264 Plateau and 160 Abuja (SMEDAN and NBS Collaborative Survey, 2021). The sample size of the study was 321 obtained through convenient sampling. Convenient sampling is described as a sampling technique in which elements are selected from the target population on the basis of their accessibility or convenience to the researcher. The sample size was drawn using Taro's formula.

$$n = \frac{N}{1+N(e)^2}$$

Where:

n= sample size, N = population (234),

e = error (0.05) reliability level 95%,

(e)² = level of significance (Constant factor)

$$n = \frac{1638}{1+1638(0.05)^2}, n = \frac{1638}{1+1638(0.0025)}, n = \frac{1638}{1+4.095}, n = \frac{1638}{5.095}, n = 321$$

Convenient sampling was adopted for this study. Bourley's population allocation was used to determine the appropriate questionnaire for every enterprise in each state capital.

Model Specification

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where;

Y: Consumer buying behavior

a: Constant factor

X₁: Advertisement

X₂: Sales Promotion

X₃: Direct Marketing

X₄: Personal Selling

e =error term

The apriori expectation is that $\beta_1 - \beta_4 < 0$.

Validity of the Instrument

Content and face validity was established in the study by giving research instrument to a marketing experts who pointed out some short-comings and directed the researcher to effect the corrections accordingly. This was done and the instrument was adjudged and certified okay for the main field survey.

Reliability Analysis

Reliability analysis and factor analysis were conducted before regression analysis so as to identify the appropriate items for the analysis. The reliability consistency and the value of Cronbach alpha determined the variables' reliability and measure the consistency of a multiple item scale (Sekaran & Bougie, 2016). Table 2, shows the Cronbach alpha coefficients 0.899 which is above the bench mark of 0.7 demonstrating good internal consistence.

Table 2. Reliability statistics

Cronbach Alpha	N of Items
0.899	24

Source: SPSS 23 Output (2024)

RESULTS AND DISCUSSION

Table 4. Descriptive Statistics

Variable	Obs. (N)	Minimum	Maximum	Mean	Std. Deviation
Consumer Buying Behaviour	321	2	4	4.35	0.618
Advertisement	321	2	4	3.51	0.721
Sales Promotion	321	2	4	3.81	0.607
Direct Marketing	321	2	4	3.75	0.742
Personal Selling	321	2	4	3.56	0.600

Source: SPSS 23 Output (2024)

Table 4 shows 4.35 as the mean for consumers buying behaviour of products of small enterprises with a standard deviation of 0.618 indicating deviation from the mean. On the independent variables, the table indicates that the mean ranges from 3.51 to 4.35 with standard deviation ranging from 0.600 and 0.742. Specifically, Advertisement, Sales Promotion, Direct Marketing and Personal Selling have their means as 3.51, 3.81, 3.75 and 3.56 respectively while the standard deviation are 0.721, 0.607, 0.742 and 0.600 respectively.

Table 5. Correlation Coefficients Matrix

Variables	Consumer Buying Behaviour	Advertisement	Sales Promotion	Direct Marketing	Persona 1 Selling
Consumer Buying Behaviour	1				
Advertisement	0.314** (000)	1			
Sales Promotion	0.468** (000)	0.480** (000)	1		
Direct Marketing	0.357** (000)	0.413** (000)	0.442** (000)	1	
Personal Selling	0.441** (000)	0.377** (000)	0.364** (000)	0.339** (000)	1
Obs. (N)	321	321	321	321	321

Source: SPSS 23 Output (2024) ** Correlation is significant at the 0.01 level (2-tailed)

Table 5 shows the Pearson correlation coefficient which was computed based on 5% probability. The results show 2-tailed significant probability correlation coefficient of the variables. Furthermore, the table indicates that, there is positive and significant relationship between all packaging attributes and consumer buying behaviour. All variables: packaging color, background image, packaging material, font size and printed information have positive significant correlation with the dependent variable consumer buying behaviour of Prob. = 0.314, Prob. = 0.468, Prob. = 0.357, Prob. = 0.441 and Prob. = 0.471 respectively. In addition, all variables have positive correlation with one another.

Table 5. Regression Analysis

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig
(Constant)	0.634	0.221	-0.054	2.865	0.004
Advertisement	-0.046	0.041	0.168	-1.120	0.264
Sales Promotion	0.171	0.050	0.016	3.422	0.001
Direct Marketing	0.113	0.042	0.168	0.312	0.005
Personal Selling	0.172	0.047	0.193	3.698	0.000
R	0.682			8.172	0.000
R-square	0.657				
Adjusted R ²	0.643				
-F-Value	51.52(0.001)				

a. Dependent Variable: Promotion Strategy influences Consumer Buying behaviour

Source: SPSS 23 Output (2024)

Table 5 presents the Regression results for promotion strategy variables and consumer buying behaviour. The Table shows that Advertisement, Sales Promotion, Direct Marketing and Personal Selling affect consumer buying behaviour with coefficient of determination (R-Square) of 0.657. This means Advertisement, Sales Promotion, Direct Marketing and Personal Selling explained 65.7% of the variation in the consumer buying behaviour while 34.3% by other variables not contained in the model. The F-Value (51.52) and Prob > F (0.001) show that the regression model is generally significant. This implies that the model passes the overall statistical significance level test at 95%.

Table 5 further shows the constant, beta, and significance level of each variable. The regression shows that Sales Promotion, Direct Marketing and Personal Selling have positive significant effect on consumer buying behaviour at 95% confidence interval. However, Advertisement has negative insignificant effect on consumer buying behaviour. The result therefore, means not all promotion strategy variables have significant influence on the consumers buying behaviour.

Discussion of Findings

Findings from the regression analyses showed different levels of significance which were determined by the degree of probabilities. For instance, finding for sales promotion revealed a positive significant effect on consumer buying behaviour. Specifically, the unstandardized coefficient is 0.171 while significant level is 0.001 probability. By implication, a 1% increase in sales promotion activities, consumer buying behaviour positively increases by 17.1%. This finding is in consistent with the findings of (Pembi, et al. 2017; Tandoh & Sarpong, 2015).

For Direct marketing, the finding for direct marketing revealed a positive significant effect on consumer buying behaviour. Specifically, the unstandardized coefficient is 0.113 while significant level is 0.005 probability. This means a 1% increase in direct marketing activities, consumer buying behaviour positively increases by 11.3%. This finding is in consonant with the findings of (Abraham & Joseph, 2019; Olalekan & Ezekiel, 2020).

For personal selling, the findings for personal selling revealed a positive significant effect on consumer buying behaviour. Specifically, the unstandardized coefficient is 0.172 while significant level is 0.000 probability. This means a 1% increase in personal selling activities, consumer buying behaviour positively increases by 17.2%. This finding is in line with the finding of (Songcayawon, et al. 2019).

CONCLUSION AND RECOMMENDATIONS

This study was carried out to examine the effect of effect of promotion strategy on consumer buying behaviour of products of Small Enterprises in North Central States and Federal Capital Territory, Abuja. Specifically, the study used Advertisement, Sales Promotion, Direct Marketing and Personal Selling as independent variable while consumer buying behaviour as the dependent variable. In view of the findings, this study concludes that promotion strategy has positive influence on consumer buying behaviour of products of Small Enterprises in North Central States and Federal Capital Territory, Abuja. Therefore, this study recommends that Managers of small enterprises should consider promotion strategy as a marketing variable that influence consumers buying of their products. Again, Managers should emphases using sales promotion, direct marketing and personal selling in order to convince and influence consumers to buy their enterprises' products.

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